

Roto offers hardware, seals and accessories from a single source



## The Perfect Match for Window and Door Manufacturers



**#perfectmatch**

Hardware | Seals | Roto

**bb-Nachlese:**

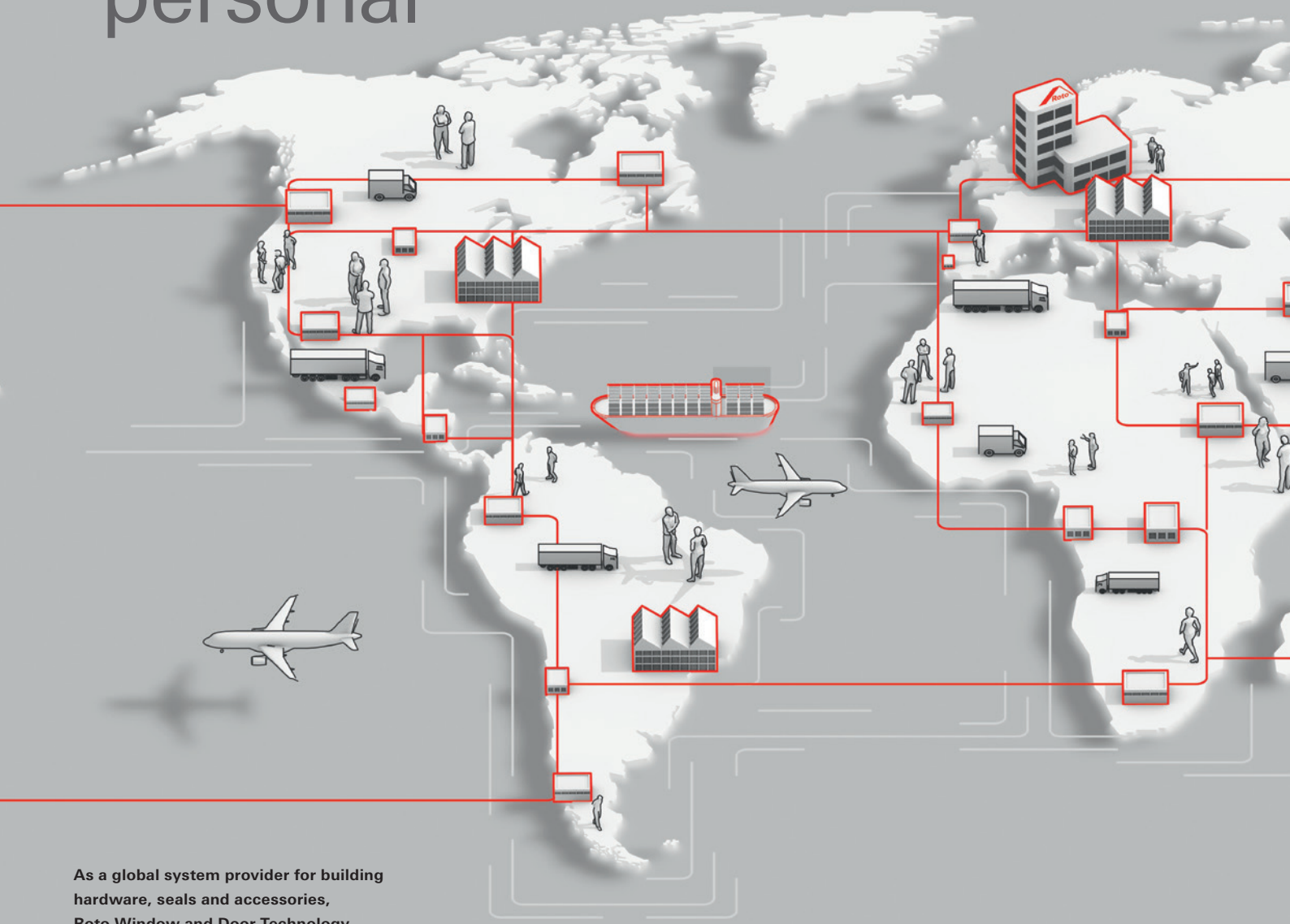
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63. BVRs-Haupttagung in Bremen

Roto offers hardware, seals and accessories from a single source

# The Perfect Match for Window and personal



As a global system provider for building hardware, seals and accessories, Roto Window and Door Technology is where its customers are: personal, close and reliable.

Photos/graphics (unless otherwise stated):  
Roto Frank Fenster- und Türtechnologie GmbH

## reliable

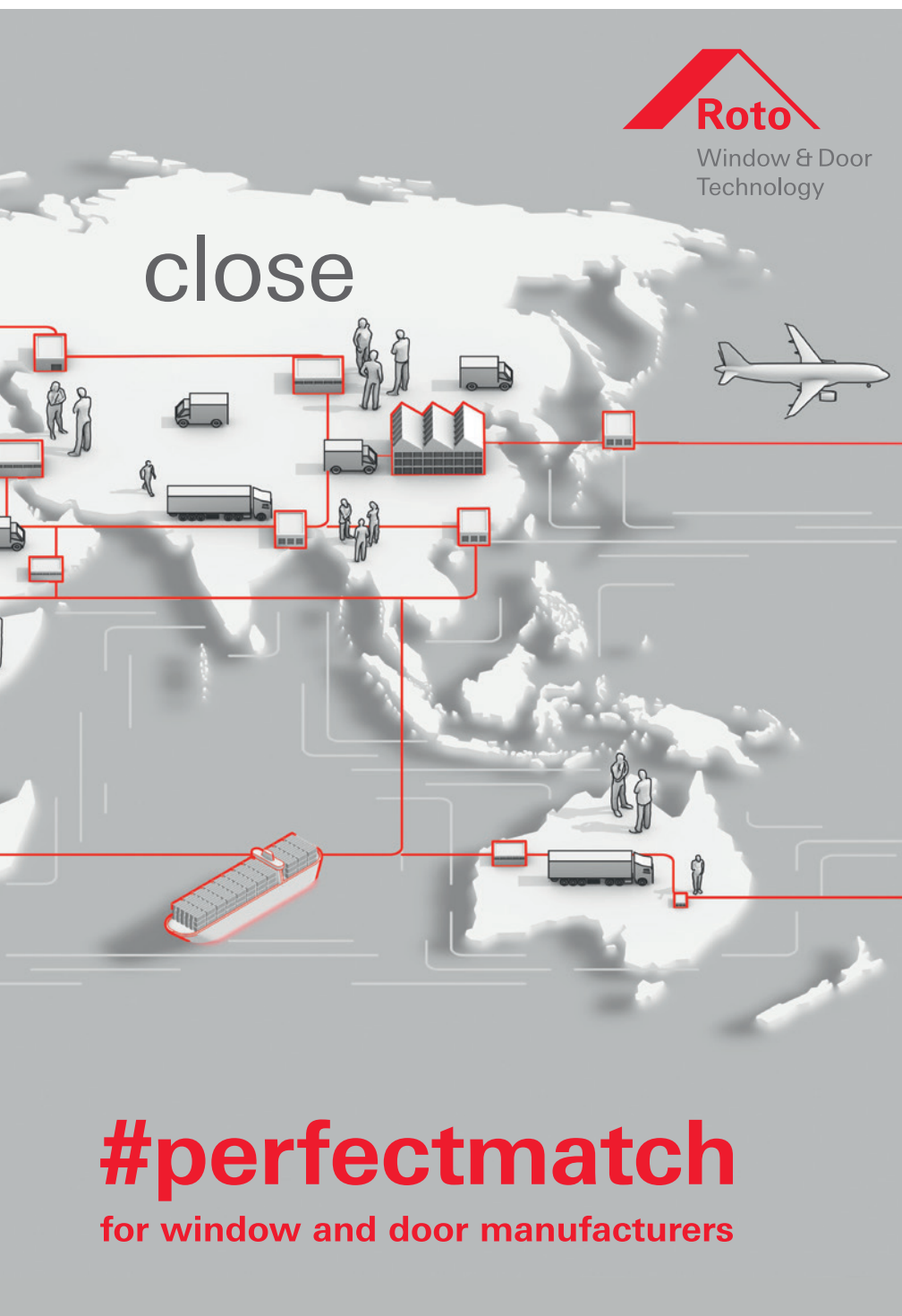
For 90 years, the Roto brand has stood for stability and reliability in the construction industry. With its global reach and around 4,000 employees worldwide, Roto Frank Fenster- und Türtechnologie GmbH, headquartered in Leinfelden-Echterdingen, is the largest of the three divisions within the Roto Group. It follows the tradition of responsible thinking and

acting established by Wilhelm Frank in 1935. With 18 production plants and 31 logistics distribution centres on four continents, as well as over 30 sales offices worldwide, Roto Window & Door Technology is a global player – and at the same time an internationally networked local partner. The vision: „Working together for a better future.“ The coordinated inter-

action between hardware, seals and accessories, which the company refers to as the Perfect Match, plays a central role in this. The implementation of this vision is the subject of this cover story – with concrete strategies and products, digital infrastructure and the clear objective of increasing customer benefits worldwide.



# Door Manufacturers



In a globalised world economy, the reliable, timely delivery of products is a key success factor. Events such as the Covid-19 pandemic, geopolitical tensions and logistical bottlenecks have shown how quickly supply chains can be disrupted. In addition, customer expectations have risen in both the private and commercial sectors. Construction projects are tightly scheduled, and delays in the delivery of

windows and doors can bring construction sites to a standstill. Adherence to delivery dates is therefore a decisive criterion for customer satisfaction and the awarding of future contracts. Roto is meeting this challenge through digital networking, local production and clear responsibility along the entire supply chain.



**Marcus Sander, CEO of Roto Frank Fenster- und Türtechnologie GmbH.**  
Photo: bauelemente bau

## Delivery performance as a promise

"In addition to the consistently high quality of our products, our customers expect reliability above all else – worldwide. That's why delivery performance is not a target for us, but a promise," explains Marcus Sander, CEO of Roto Window & Door Technology. "We think globally, produce locally and thus always remain close to our customers." Accordingly, Roto makes the wishes and deadlines of its customers the benchmark for its business activities. The entire supply chain follows the principle of pull control: as soon as an order is entered in one of the more than 30 sales companies worldwide, production knows what is needed, when and where. Responsibility for availability lies with the dispatchers in the 18 plants. The aim is not only to meet demand, but also to manage buffer stocks intelligently. This creates a system that focuses on proactive rather than reactive action and remains stable even in the event of short-term changes.

The global digital networking of plants, sales offices and logistics distribution centres is the backbone of the Roto window and door technology supply chain. But what is crucial is how this structure is used: not centrally, but close to the customer. One example: the logistics centre in Leinfelden-Echterdingen supplies all global market regions with hardware, seals and accessories, tailored to regional requirements and with short response times. At the same time, Roto Window & Door Technology is systematically expanding its local production. "We can only secure our long-term delivery capability only if we can operate independently



**Eberhard Mammel, Director of Marketing and Product Innovation at Roto Window & Door Technology.** Photo: bauelemente bau

of political and economic conditions,” emphasises Sander. “Our consistency in implementation makes us the Perfect Match for window and door manufacturers worldwide, especially for companies that have to respond to international markets with different requirements.”

#### From idea to product

“Our products are the result of a combination of market understanding, technical excellence and customer proximity. At the heart of this is our product management, which works together with sales, lean management and development to identify our customers’ requirements at an early stage,” explains Eberhard Mammel, Director of Marketing and Product Innovation at Roto Window & Door Technology. “Our Perfect Match concept – the coordinated interaction between hardware, seals and accessories – ensures that our customers’ window and door solutions offer exceptional smoothness and functionality.”

In this way, customer requirements are always the starting point. Development begins with a comprehensive analysis of customer needs. “Very good products are those that meet all of the customer’s needs,” emphasises Mammel. Information from sales, product management and lean management is brought together. Aspects such as window sizes, climatic conditions, legal requirements and logistical requirements are taken into account at an early stage. As an example, Mammel cites special requirements for product development with regard to manual, semi-automated or fully automated processing. Product features such as length for storage space, clear differentiation



**Volker Fitschen, Managing Director of the Roto sales region DACH.** Photo: bauelemente bau

from similar products and global availability are not requirements that are immediately apparent at first glance. However, they are extremely important for customer acceptance and for taking global cost pressures into account. “Only when you are fully aware of all the requirements can you develop a very good product,” says Mammel. In this way, a comprehensive requirements profile is developed as the basis for the specifications and marks the starting point for technical development. Volker Fitschen, Managing Director of the Roto sales region DACH, summarises the role that lean experts play in product development: “The Roto lean team works closely with our customers to develop concrete and practical solutions for maximum efficiency in window and door production. This is precisely why our lean experts are an important link between the market and Roto development. They incorporate our customers’ specific technical and process requirements, for example in terms of ease of installation and automation, into the further development of Roto products and services at a very early stage. This results in solutions that meet actual customer needs. These solutions increase efficiency and process reliability for our customers, thereby supporting their future viability in an increasingly dynamic market environment.”

#### Creativity meets technology

Technical concepts are developed in interdisciplinary sprints. “The team focuses exclusively on the topic for several days in order to find the best solutions,” says Mammel. Creative methods help to break new ground. Dr Maria Hergesell, responsible for Research



**Dr Maria Hergesell, responsible for Research and Development at Roto Window & Door Technology.** Photo: bauelemente bau

and Development at Roto Window & Door Technology, adds: “Even at this early stage, we check how error-prone the concepts are. Fault analysis is carried out using risk assessments and FMEA (Failure Mode and Effects Analysis). This is a systematic method for identifying and evaluating potential sources of error in products, processes or systems before they occur.” Internal production issues are analysed systematically, but also with the aim of exploiting synergies and reducing complexity. The focus is on questions of standardisation, global availability and reusability of components, as well as weighing up complex individual parts against assembly-friendly alternatives. This structured evaluation allows potential concept variants to be narrowed down and continuously refined in order to achieve economically and technically optimal solutions.

The remaining concepts are put through their paces using FEM simulations (Finite Element Method). “This allows us to see on the computer how products behave under load and which material is suitable,” explains Hergesell. Prototypes from the 3D printer and later from series production material undergo extensive testing at the Roto Test Centre, from ease of assembly to fatigue strength. “We have developed our own test procedures to ensure the ease of use and durability of our products,” Hergesell continues. Roto not only tests within the scope of development projects, but also regularly during series delivery. In addition, the Roto Test Centre at the headquarters in Leinfelden-Echterdingen is an accredited testing laboratory that Roto customers are also happy to use.





The Roto Test Centre at the headquarters in Leinfelden-Echterdingen is an accredited test laboratory where window manufacturers can have their systems tested. Here, the test for driving rain resistance is being carried out.

#### Customer proximity and knowledge transfer

"We validate our products at various stages of development," says Hergesell. This includes presenting pre-production parts to customers and processing them in sample runs. Feedback from practical use flows directly into further development – a decisive factor for later

acceptance on the market. However, excellence through in-house training and continuous knowledge transfer is also fundamental to ensuring the best products in the long term. New employees undergo a structured onboarding process with stages in all relevant areas, including production and customer visits. Hergesell emphasises the benefits: "This creates an understanding of requirements and

motivates employees." A mentoring model, internal and external training courses and exchanges with customers and suppliers promote continuous learning.

For the market launch of its products, Roto provides specific digital tools in addition to the industry standards such as technical documentation, installation videos and sales



Roto's system expertise is demonstrated by its hardware solutions for building components made from all frame materials and with all types of openings worldwide. All hardware can be used with seals from Deventer or Ultrafab.



**Modular system: The three sash stay sizes of the fully concealed hinge side Roto NX | C are always mounted in the same way using clips for all sash sizes.**

support. Mammel explains: “Our products are integrated into the Roto Con Orders hardware configurator so that our customers can access relevant data directly. Training courses at the Roto Campus ensure globally consistent communication.”

The building supplier creates spaces for exchange at trade fairs worldwide and in the digital Roto City. “In Roto City, our visitors experience first-hand how our hardware fits perfectly into room situations,” says Mammel. The focus is on the Perfect Match and thus on a holistic solution for every requirement. This is also clearly evident in the combination of product groups.

#### **Simplification through system expertise**

Roto is thus taking the opposite approach in an increasingly complex world of windows and doors. The clear strategy behind this is based on modular systems, a high degree of commonality in parts and well-thought-out product networking. “Today more than ever, our customers expect simple, easy-to-install and reliable systems,” explains Mammel. “For us, system expertise means not only meeting these expectations, but exceeding them. We achieve this with a consistent concept from development to application.”

#### **Multiple benefits in every product system**

The Roto NX turn-tilt hardware system is a prime example of modular thinking. It combines proven technology with features such as integrated gap ventilation, RC2 suitability in the tilt position of the window sash and the option of integration into home automation systems via the Roto Com-Tec wireless sensor. “Roto NX is not just a product, but a system platform,” says Mammel. “It offers our partners maximum flexibility with minimum effort.” A prime example of this is the latest addition to the range – the fully concealed hinge side Roto NX | C, which, like the entire hardware system, can be used on any window format and frame material.

Roto’s system expertise is also evident in the area of sliding systems. Thanks to their modular structure, the Roto Patio Alversa and Roto Patio Inowa ranges enable the economical production of a wide variety of variants, from tilt to parallel sliding solutions. With its smart functionality, Roto Patio Inowa | Max offers high tightness and ease of use for sash weights of up to 400 kilograms. Added to this are the invisible hardware technology and soft functions of the system, which make it ideal for high-rise buildings and noisy environments.

#### **Consistent product logic**

“The strength of our hardware systems lies in their consistency,” emphasises Mammel. “Whether windows or doors, tilt-turn or sliding elements, our solutions interlock and thus create real added value for fabricators and end customers.” Another example of this philosophy is the Roto Door portfolio. With multi-point locks, threshold strips and front door hinges from a single source, a coordinated complete package for doors is available. The consistent networking of components ensures safety and efficiency both in production and in daily use.

Roto places particular emphasis on close cooperation with its subsidiaries, the sealing specialists Deventer and Ultrafab. Jointly coordinated hardware and sealing solutions increase system reliability and minimise functional and economic risks. “System competence is part of our everyday practice,” emphasises Mammel. “It is the common thread that runs through our entire product portfolio and helps our partners to successfully position themselves in the market as the Perfect Match.”

#### **Ease of installation as an efficiency factor**

If you want to produce windows and doors economically, you need more than just





**Roto supplies easy-to-install hardware, seal and glazing solutions that can be seamlessly integrated into modern manufacturing processes.**

high-quality components. You need intelligent solutions that save installation time, simplify processes and enable flexibility. “Our customers expect not only quality, but also efficiency. That’s why we consider ease of installation right from the start in every step of development,” emphasises Mammel. “Our designers develop solutions that can be installed quickly, safely and without detours, regardless of whether manually,

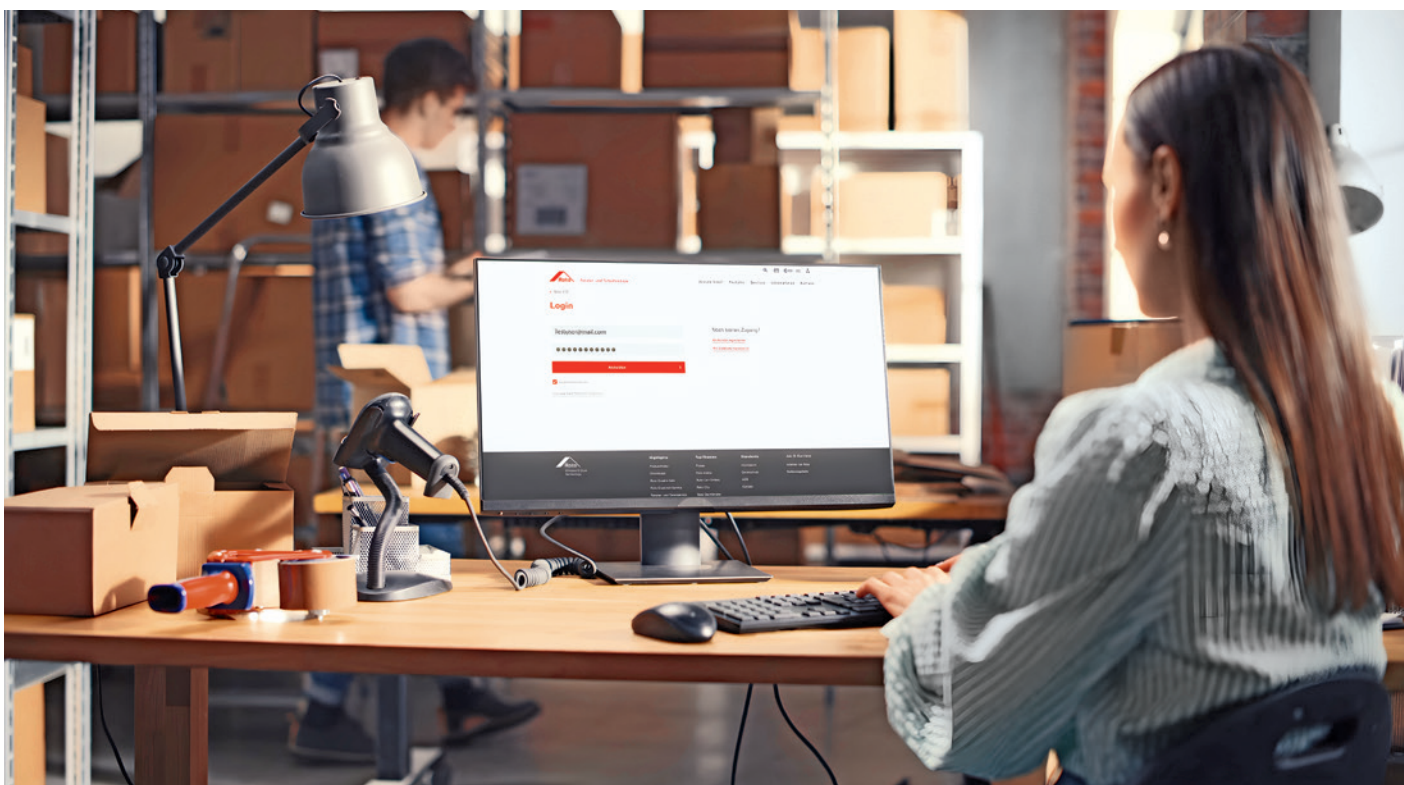
semi-automatically or fully automatically,” adds Hergesell, explaining the development process.

A central element of Roto’s strategy is the use of identical parts: components such as central locks or corner deflections are used in several product lines, for example in Roto NX, Roto Patio Inowa and Roto Patio Alversa. This reduces storage costs, simplifies logistics and

enables flexible production on one and the same line, even for individual customer requirements. With solutions such as the Tandeo Upgrade Kit or the ZKS Eneo 4in1 access control system, Roto offers plug-and-play technology that can be integrated without additional programming or process adaptation. “Our product ranges are designed in such a way that we are talking about a modular system, i.e. flexible components in a modular system that can be processed easily, quickly and safely,” summarises Mammel.

Roto also focuses on efficiency when it comes to seals: Deventer’s TPE profile Master Corner can be fitted around corners without cutting or welding. Another example from Deventer is the special TPE sash rebate seal with high tolerance compensation (S 7503b). It can be installed simply by rubbing it in with your finger. Hergesell sums it up: “Our colleagues at Deventer and Ultrafab develop seals that can be processed intuitively and without special tools. This saves time and reduces sources of error.”

“Making work easier for your fitters with installation-friendly components increases the efficiency of your entire production,” says Mammel, describing the benefits for window and door manufacturers. “As a good partner



**Customers in Europe, the USA and Canada have access to the ERP-based Roto Customer Portal, which provides real-time data on products, prices, orders and invoices.**

to our customers, we think ahead and consider those who use our products on a daily basis."

#### Comprehensive services included

Roto also supports its customers worldwide with a comprehensive service portfolio for the efficient and safe manufacture of windows and doors. Among other things, this includes testing services, digital consulting and various e-learning courses.

In the company's own testing laboratories at several locations – including accredited centres in Leinfelden-Echterdingen and Kalsdorf (Austria) – customers can have their window and door systems tested in accordance with national and international standards. The tests include burglary protection up to RC4. "With its many testing facilities at different locations, Roto has established a unique service that helps manufacturers save time and money," says Mammel, highlighting the added value.

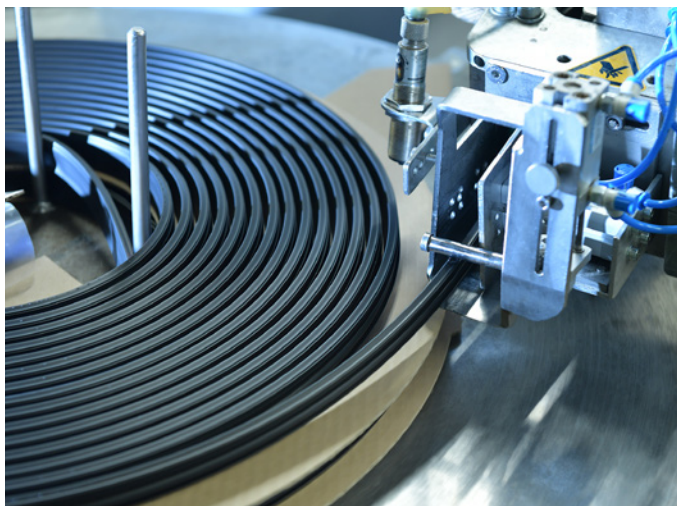
The digital sales platform Roto City offers the opportunity to experience hardware solutions online in a clear and application-specific manner. Roto consultants guide customers virtually through practical scenarios, thus supporting the planning and decision-making phase.

Customers in Europe, the USA and Canada have access to an ERP-based customer portal that provides real-time data on products, prices, orders and invoices. Individual access rights enable tailored use by users in purchasing, accounting or warehouse logistics. Digital orders can also be processed conveniently, for example by importing CSV files or reusing previous orders. "We see ourselves as a partner who not only supplies products, but also thinks ahead and simplifies processes," explains Sander. "With our customer portal, we create transparency, efficiency and digital proximity."

This also applies to the multilingual e-learning platform, which provides Roto customers and partners with in-depth knowledge about hardware and seals. It supports digital transformation in the industry and enables learning anytime, anywhere. "Our services are as diverse as our customers' requirements," emphasises Mammel. "Whether it's testing, consulting or digital tools – we deliver the right overall package for successful collaboration."

## Brief introduction to Deventer and Ultrafab

**Through the acquisition of the Deventer Group and Ultrafab Inc., USA, Roto Frank Fenster- und Türtechnologie GmbH has established itself in recent years as one of the world's largest suppliers of seals for windows and doors. All Roto customers have access to sealing systems that are optimally adapted to the movement geometry of the Roto hardware ranges for all opening types and frame materials.**



The global sealing systems are optimally adapted to the movement geometry of the Roto hardware product ranges.  
Photo: Roto

**DEVENTER**

Member of  
Roto Group



**Ultrafab<sup>®</sup> inc.**

Member of  
Roto Group

Deventer and Ultrafab manufacture at a total of seven locations in Europe and North America and supply seals in consistently high quality, on time and in large quantities. The seals are designed and tested to customer specifications. Both companies support their customers from an early stage of product development. Their advice is sought when a special window or door design is to be developed or manufacturing processes are to be made more efficient. Prototypes of a new seal profile are produced at short notice. Production takes place on modern, consumption-optimised equipment. Up to 99 per cent of production residues are recycled and reused. The use of renewable electricity is also being consistently promoted.

Deventer processes thermoplastic elastomer, flexible PVC and silicone rubber. Ultrafab processes thermoplastic elastomer, rigid PVC, flexible PVC, engineered resin and polyolefins. The company is the market

leader for brush seals in North America. For over 50 years, Ultrafab has also been actively involved in defining and developing technical standards. Due to their extensive expertise in plastics processing, companies outside the building components industry also turn to both Ultrafab and Deventer when they need particularly high-performance, customer- and application-specific seals.

#### Services at a glance

- Seals with internationally valid certificates
- Research and customised development, production and delivery concepts
- Prototype production and pre-testing
- Integrated advice on hardware and seals
- System testing in accredited test laboratories
- Special seals for applications outside the building components industry

<https://deventer-seals.com/en>  
[www.ultrafab.com](https://www.ultrafab.com)





bauelemente bau in conversation with Marcus Sander,  
CEO of Roto Frank Fenster- und Türtechnologie GmbH

## “We definitely want to continue growing”

Marcus Sander: “We have noticed that concealed fittings, insulated sliding windows and security solutions are becoming increasingly important.”

Photos: Roto Frank Fenster- und Türtechnologie GmbH

In addition to the information about the Perfect Match strategy of Roto Frank Fenster- und Türtechnologie GmbH, we would like to take this opportunity to address other topics in an interview in order to provide a comprehensive picture of the current situation of the hardware manufacturer from Leinfelden-Echterdingen. We spoke to Marcus Sander, CEO of Roto Window & Door Technology, about the division’s performance in the first half of 2025, the company’s self-image, the topic of sustainability, trade fairs, the future and, of course, a little about what it would like to see from politicians. Even in what is currently a very challenging environment for the economy – and especially for the construction industry – Roto Window & Door Technology has one goal: to continue to grow and focus on business.

### Mr Sander, how did the first half of 2025 go for Roto Window & Door Technology?

Despite a challenging global market environment, we were able to achieve our targets for 2025 in the first half of the year. We are pleased with this and it shows that our strategic measures are taking effect. At the same time, we are aware that we still have challenging tasks ahead of us – and we are excited to see what the second half of the year has in store for us. *(We conducted the interview for this cover story at the beginning of September 2025, editor’s note.)* In any case, we want to continue to grow and focus on our business. That is our goal.

### What is the general situation on the global hardware market during the aforementioned period?

The global hardware market remains challenging, but we believe it is showing signs of stabilisation, particularly in the renovation market. Urbanisation and increasing energy efficiency and security requirements are driving demand for high-quality hardware and sealing solutions.

### The figures for the European hardware market also declined last year. Has this trend continued so far in 2025?

Our data shows slight growth of just under two per cent for the European hardware market compared to 2024. The first six months have shown that we have grown in Europe and are above the general percentage mentioned.

### Do you have any information on the main market, Germany, in this regard?

The German market remains tense. New housing construction is stagnating, which is dampening domestic demand. The wood and wood/aluminium segments are more stable than PVC. Despite the uncertainties, Roto Window & Door Technology is proving resilient and “above market” in the DACH market. A stable customer base, continuous investment in future projects and flexible process organisation are contributing to Roto performing better than the overall market here, which is also reflected in our sales.

### Were you able to expand or gain market share in the various markets, as you did last year?

Yes, despite the global challenges, we have been able to win new customers, strengthen partnerships and expand market share. We have achieved this through our service expertise, the development of new markets and our complete solutions comprising hardware, seals and accessories, among other things.

### At the Roto Trade Press Day 2024, you gave a positive outlook for the future, particularly with regard to customer growth. You attributed this to the optimal combination of hardware and seals. Have your hopes been fulfilled?

Yes, definitely. Our expectations have been confirmed: the advantages of the coordinated combination of hardware and seals are clearly recognised by our customers and prospects. With Deventer and Ultrafab, we offer customer-oriented advice, production and delivery worldwide. All in all, we consider this a real Perfect Match. Among other things, we have been able to gain many new customers in North America through Ultrafab. Looking back, this investment was spot on.

### Roto Window & Door Technology sees itself as a committed partner to companies that make buildings more beautiful and secure. Could you please specify what you invest in these partnerships?

We identify the preference of architects and consumers for large-format elements as well as electronically supported ease of use, maximum tightness, burglary protection and sustainability as ongoing



Front door hinges, multi-point locks and thresholds, as well as Deventer door seals, can be precisely coordinated with each other as system components.

Photo: Roto

global trends. If we summarise this with the words “more attractive” and “more secure”, our investment lies in our products. We offer a wide range of hardware and sealing solutions for all frame materials and opening types. Our concealed hardware supports design-oriented window construction, for example. However, security solutions such as TiltSafe for burglary resistance in accordance with RC2 when the window is tilted and TiltFirst for preventing the unwanted turning opening of a window sash, as well as electronic access systems for entrance doors and motorised window drives, are also in high demand.

**At the Roto site in Leinfelden-Echterdingen – as at the other Roto plants – the company is working on switching to its own electricity supply and heat generation. How far has this project progressed and is it even possible to produce the energy for all the processes in the plant itself?**

The Roto Group has set itself a climate target: by 2030, we will reduce greenhouse gas emissions across the group and worldwide by 50 per cent in Scope 1 and 2 compared to the base year 2022. This applies to our entire energy requirements, which we cover ourselves at our sites or purchase from energy producers if additional energy is required. In Scope 3, which covers greenhouse gas emissions from our upstream and downstream value chain, we are aiming for a 25 per cent reduction. These climate targets have been validated according to the SBTi standard since March 2025. With a series of targeted measures based on our sustainability strategy, we will thus also contribute to reducing the upstream greenhouse gas emissions of our customers and partners. Further information on this can be found on our website at [www.roto-frank.com/en/sustainability](http://www.roto-frank.com/en/sustainability). With 18 production plants in different countries around the world, we have to comply with a wide variety of local regulations, some of which differ greatly in terms of technical details, duration or costs. Implementation is taking place step by step as part of our group-wide sustainability strategy and the aforementioned targets.

**The transition to lean production, automation, driverless transport systems and AI is also in full swing. Apart from the fact that standards are changing almost daily, especially in AI, to what extent can we say that the desired changes have been completed?**

The topic is highly dynamic, which is precisely why we cannot speak of a finished state here. The changes in production, be it lean production, automation, driverless transport systems or the use of AI, are part of a continuous improvement process. We are talking about 18 plants, each of which is optimised individually and at the same time integrated into a networked overall system. This networking itself also requires ongoing adjustments. As you correctly pointed out, technologies such as AI, automation and digitalisation are constantly evolving and changing rapidly. That is precisely where their strength lies. They constantly open up new opportunities for us to make processes more intelligent, efficient and sustainable.

**What other measures are you taking to ensure long-term competitiveness and customer proximity?**

We are creating modern working environments through targeted investments in our global location structure. This allows us to optimise logistical and productive processes while promoting collaboration and innovation. In May of this year, for example, our Turkish subsidiary moved into a new building. The location offers significantly more space for optimised logistics and an expanded exhibition and training area. The new office structure strengthens cross-team collaboration and contributes to increased productivity. In North America, Ultrafab is taking another strategic step towards the future at the end of the year: the site in Greer, South Carolina, is currently being relocated to a larger production facility in nearby Spartanburg. The new plant meets all our manufacturing requirements, offers more space and is equipped with state-of-the-art technology. This lays the foundation for us to further expand our production capacities. Hardware solutions from Roto North America will also be stored centrally at this location in future. This will enable faster availability and optimised delivery pro-



cesses – a clear advantage for our partners in the region. We are also continuing our growth course in South America. At the beginning of 2026, our team in Argentina will move to a new, modern and larger location in Buenos Aires. We are also continuing to expand our digital infrastructure. The ERP-based customer portal enables our customers to manage their inventory efficiently and transparently. The digital consulting platform Roto City and our e-learning offerings provide practical support and knowledge transfer.

**At the turn of the year, there will be a change in the management of Roto Frank Vertriebs-GmbH. To what extent will this also change the philosophy of Roto Window & Door Technology? Sebastian Wagner will certainly bring a breath of fresh air ...**

Sebastian Wagner has been with the company since 2016 and will continue to develop the sales department with the support of the existing management team and a smooth handover. In his new role, he will report directly to me and will continue to work closely with our customers. This means that we will remain a reliable and stable partner for our customers. I would like to take this opportunity to thank Volker Fitschen once again for his outstanding work. During his 33 years with us, he has developed our DACH market region into one of the most successful within Roto Window & Door Technology.

**What new marketing measures will be offered to Roto customers in the DACH region?**

We are continuously developing our marketing strategy with the clear goal of providing our partners with optimal support in sales and marketing. As an experienced provider, we have mastered the entire spectrum from classic media to modern digital formats. We actively share this expertise through individual consulting, practical support and a comprehensive marketing pool. We provide technical and promotional product information at any time via the Roto media portal and our new customer portal. The digital Roto City complements the offering with interactive insights into new products, features and USPs. Especially when launching new products, our customers benefit from ready-to-use marketing material that supports dealers and fabricators in integrating and marketing our solutions, as well as targeted sales training. One focus is on content developed jointly with our customers, which is played out across all channels in order to provide targeted inspiration for planners, architects, builders and decision-makers.

**To what extent are your customers involved in the ideas for new product developments?**

Involving customers is an important step for us in the development of new products and in defining product requirements. We receive input from product managers and sales colleagues, consult with customers and validate new concepts at an early stage with key customers.

**To what extent do automation and smart home compatibility play a role in your product development?**

Automation in customer processing is an important issue and is taken into account in the design of components. Some examples of this are pre-positioning and clamping, simple position alignment, good handling with grippers, identification, buffering or parts provision, and workpiece feeding. Smart home compatibility has become an integral part of living spaces. We want to be compatible here. However, no

uniform standard has yet emerged in the market, making it difficult to commit to a long-term variant. There are initial trends in this area, such as the Matter standard. However, it is also important to comply with the various data security regulations.

**And how do current political conditions and legal requirements – such as the EU Buildings Directive, energy efficiency standards or the Supply Chain Act – affect your product development and corporate strategy?**

Sustainability is a principle deeply rooted in our corporate strategy. Back in 2020, we ruled out the use of raw materials containing lead – greater than 0.1 per cent – for new developments and have been actively working ever since to replace existing materials with lead-free alternatives. We have a vested interest in using low energy consumption and modern materials in our products. Regulations regarding the recycled content in materials or various recycling requirements can, of course, pose challenges for product development. But that is part of product development – and it is also what makes it so varied and exciting.

**What trends and strategic challenges do you see for your company and the industry in the coming years?**

We are seeing that concealed hardware, insulated sliding windows and security solutions are becoming increasingly important. In addition, serial construction methods and energy-efficient products are in demand. Our customers expect availability, stability, tailor-made solutions and digital services. But overarching issues such as geopolitics, building regulations and the shortage of skilled workers also remain key challenges for all of us.

**With a few months' hindsight, what is your conclusion about the recent BAU 2025 trade fair in Munich?**

For us, the trade fair was very successful. We saw that our customers still want to talk to us and find out about new products at our stand. They were also interested in topics such as delivery reliability, internationality and sustainability.

**What is the general commitment to relevant trade fairs, especially in Germany?**

For us, it is definitely clear that we will remain loyal to the two leading trade fairs, Fensterbau Frontale in Nuremberg and BAU in Munich, as an exhibiting company.

**What are your expectations of politicians in terms of ensuring the long-term competitiveness of the industry?**

Above all, we would like to see a noticeable reduction in bureaucratic hurdles and significantly simplified procedures for building permits. In our opinion, the potential for such programs exists. In addition, politicians should focus less on rigid guidelines and regulations and instead provide targeted subsidies to strengthen the construction industry in the long term and enable innovation. This also requires politicians to have an understanding of business management. In general, politicians should refrain from market regulation, as markets tend to regulate themselves.

*Mr Sander, thank you very much for talking to us!*

**www.roto-frank.com**



Experts from Roto Lean Management at Roto Frank FTT Vertriebs-GmbH.  
Photos (unless otherwise stated): Roto Frank Fenster- und Türtechnologie GmbH

Roto as a driving force for window and door manufacturing

## Partnership with a long-term perspective

The system expertise already mentioned in the first part of this cover story is explored in greater depth in this section. The people involved shed more light on the philosophy behind it. On the product side, this is illustrated by the market launch of the new concealed hinge side Roto NX | C. In addition to the hardware solutions from the manufacturer in Leinfelden-Echterdingen, the range of seals also contribute to the Perfect Match and thus to system and conversion expertise. Finally, Roto's customers also have their say, as they are in daily contact with the solutions

**offered by the hardware manufacturer on a daily basis. Putz Fenster & Haustüren Design GmbH, Schmidt-Fenster GmbH and smartwindows AG provide information about Roto's conversion and system expertise and the associated support.**

For Volker Fitschen, Managing Director of the Roto sales region DACH, one thing is certain: "Especially in challenging times, our customers can be secure in knowing that they have chosen the right partner in Roto, because Roto delivers more than just technology. Roto delivers future security. We support window and door manufacturers in Germany, Austria and Switzerland with expertise that goes far beyond the product itself. The combination of technical expertise, digital competence and consistent customer focus makes Roto the ideal partner for manufacturers who want to future-proof their companies and processes."

"In addition to the products, what is particularly remarkable is the way in which we support our partners in switching to the Perfect Match of hardware and seals. With Roto Lean Management and the Data Service, experienced

experts are on hand to support fabricators from the initial profile inspection to series production," says Fitschen.

The switch to Roto hardware systems and Deventer sealing profiles is carried out in a structured, rapid manner and with maximum process reliability, according to the company. The aim is to make production facilities available as quickly as possible and to reduce potential risks to an absolute minimum. Not only is



Sebastian Wagner.

Photo: Roto



the machine data prepared individually, but existing production processes are also optimized to ensure they are future-proof.

“By switching to Roto, window and door manufacturers will not only benefit from our high product quality, but also achieve tangible added value and measurable efficiency gains in their production. That’s why we work with them to analyse their processes, optimise data structures and ensure smooth integration into the machine environment,” adds Sebastian Wagner, who will replace Fitschen as Managing Director of the Roto DACH sales region at the turn of the year. You can find out more in the interview with both of them in the fourth part of this cover story.

### Speed and security in production

A current example of expertise and innovative strength is the recent market launch of the concealed hinge side Roto NX | C. It complements the modular Tilt&Turn hardware system Roto NX with a solution that offers fabricators ease of installation, load bearing capacity and design. The combination with the precisely matched Deventer seals ensures a continuous sealing level that significantly improves both thermal and sound insulation. At the same time, it enables a flush with the surface appearance, which is increasingly in demand in the design-oriented fenestration industry.

Fitschen draws a positive conclusion: “Thanks to the high use of standardized parts and the well-thought-out hardware technology, many fabricators were able to make the switch in a very short time. The smooth integration into existing manufacturing processes was taken into account from the outset in the development of the fittings. The result: noticeable efficiency gains and process reliability in our customers’ production.”

### Hardware and seals perfectly matched

The combination of Roto hardware and Deventer seals is more than just a technical detail. It is a strategic advantage. Both components are precisely coordinated with each other right from the development phase this results in even pressure distribution, smooth operation and permanently high sealing of the windows and doors. “For fabricators, this means a technically coordinated system in every respect and a single point of contact for all questions relating to hardware and seals. For end



**Roto NX | C disappears invisibly into a wide range of window profiles, formats and design variants.**

customers, this results in noticeable added value in terms of comfort, security and energy efficiency,” Wagner summarizes.

### Customer testimonials on conversion/ system expertise

#### Putz Fenster & Haustüren Design GmbH (Büchlberg, Germany)

Johann Putz, Managing Director of Putz Fenster & Haustüren: “When we identify potential for optimization in our production, Roto is immediately on hand – and has been for over 20 years. Competent, solution-oriented and practical. Together, we have implemented numerous improvements, such as rationalization in wood production. Our ideas are listened

to and lead to concrete, implementable solutions. That is partnership in action. With Roto, we feel well positioned for the future. The market is constantly changing. We can react flexibly and develop new concepts. It is particularly important to me to prepare the next generation – my two daughters Theresa and Carolin, who are already working in management – for the future.”

Theresa Putz, Managing Director of Putz Fenster & Haustüren: “The combination of hardware and seals from a single source brings us clear advantages: even with technically demanding requirements, we achieve excellent results thanks to perfectly coordinated systems. This enabled us to achieve excellent test



**From left: Theresa, Johann and Carolin Putz from the Management Team at Putz Fenster & Haustüren Design GmbH (Büchlberg, Germany).**

**Photo: Putz Fenster & Haustüren**

results for air and driving rain tightness with a system based on a five-millimetre rebate clearance, while also offering optimum operating convenience. That is a strong argument for quality. At the same time, bundling with one supplier reduces the number of interfaces. This simplifies procurement and saves valuable time."

Carolin Putz, Managing Director of Putz Fenster & Haustüren: "The Roto data service also provides us with real added value. We receive reliable machine data for new items – quickly, completely and tailored precisely to our systems. This enables us to ensure the efficiency of our production and avoid unnecessary downtime or rework. The high product quality and well-thought-out, practical solutions from Roto help us to continuously develop our product range – with a useful variety of functions and designs, without losing sight of efficiency in processing. The intensive exchange with Roto is a central component of this."

#### **Schmidt-Fenster GmbH (Visbek, Germany)**



**Linus Schmidt, Managing Director of Schmidt-Fenster GmbH (Visbek, Germany).  
Photo: Schmidt-Fenster GmbH**

Linus Schmidt, Managing Director of Schmidt-Fenster GmbH (Visbek): "We have been very successful in meeting the requirements of architects and builders with quality products for decades. Hardware solutions from Roto and now also Deventer seals play

an important role in this. We have high standards when it comes to the sealing of windows and doors, as well as their durability and operating convenience. Deventer meets these requirements, as does Roto. This was clearly demonstrated by tests carried out before the changeover last year. At the same time, Deventer seals are of course optimally matched to the Roto hardware we use for the production of tilt-turn and sliding elements. The logistics surrounding the new seals were completely prepared by Roto, and our employees praise their ease of processing. They speak of a noticeably high quality that makes installation easier. In this respect, we can confirm that Roto hardware plus Deventer seals really do make a Perfect Match. Efficiency in our collaboration is ensured by the fact that we have a permanent, very experienced and committed contact person for all matters relating to Roto sales. He takes care of things personally and, if there are any further questions about process optimisation, he specifically involves specialists from lean management and data service, for example when preparing master data for full automation or implementing lean warehouse management. We feel that we are receiving the best possible support. The partnership with Roto has had a positive influence on product developments in recent years – such as our flush with the surface pure[wood] windows – as well as our manufacturing processes. For 20 years, we have been openly discussing every idea and implementing them together. And that's how it will stay. Following the successful switch to Deventer seals, we will soon be switching to the concealed hinge side Roto NX | C, which we consider to be very successful. We are impressed by its design for our flush-mounted tilt-turn windows and, in combination with its ease of installation, sets new standards.

#### **smartwindows AG (Müllheim, Switzerland)**

Adrian Schlumpf, Managing Director and co-owner of smartwindows AG: "Hardware and seals from a single source – for us, this is standard practice and offers real added value. Since the founding of smartwindows AG in 2020, we are consistently focusing on Roto hardware technology and Deventer sealing systems. My personal collaboration with Roto dates back to 1997. It is characterised by trust, reliability and innovative strength. The combination of hardware and seals from a single



**Adrian Schlumpf, Managing Director and co-owner of smartwindows AG, (Müllheim, Switzerland).  
Photo: smartwindows AG**

source brings us clear advantages: in procurement, we benefit from short distances, direct communication and a close personal relationship with our contacts. This saves time and creates efficiency. The coordinated system solution pays off in processing: tolerances and adjustment distances can be optimally coordinated, which significantly increases the quality of our windows and doors. The interaction between seals and hardware is essential for the development of a market-oriented product range. Roto provides the perfect basis for this. We have successfully implemented the switch to Roto NX in two production plants in Müllheim (canton of Thurgau) for timber and timber/aluminium windows and in Mörschwil (canton of St. Gallen) for PVC windows. Roto took our internal resources and schedules into account and provided us with excellent support with a coordinated, staggered rollout. I would particularly like to highlight the dedicated support provided by the teams in Germany and Switzerland. Many long-standing relationships have made all the difference here. We are also seeing clear progress in terms of production quality and efficiency. Our requirements are taken on board in discussions and implemented in a practical manner. Roto is also particularly innovative in logistics and customer-specific developments – always close to the customer. We already use and value them highly. We are not yet fully familiar with other services such as Roto Con Orders or the E-Campus. We see potential here to benefit even more in the future."





bauelemente bau in conversation with Volker Fitschen and Sebastian Wagner, both from Roto Frank FTT Vertriebs-GmbH

## “Consciously focusing on continuity and new impacts from within our own ranks”

“It was important to me to prepare for the transition early on and in a structured manner,” emphasises Volker Fitschen (left).

Sebastian Wagner adds: “Personnel continuity ensures that our customers and partners can rely on reliability and clarity.”

Photo: Roto

At the end of 2025, Roto Frank Fenster- und Türtechnologie GmbH will undergo a significant personnel change: Volker Fitschen, Managing Director of the DACH sales region since 2009, will take his well-deserved retirement after more than three decades with the company.

Under his guide, the DACH region at Roto has developed successfully and contributed significantly to the growth of the group. On 1 January 2026, Sebastian Wagner, an experienced sales professional from within the company, will take over responsibility for the DACH business area. The succession plan stands for continuity, but also for new impetus in a changing market environment.

**What strategic goals is Roto pursuing with the succession plan in the DACH management team?**

**Volker Fitschen:** With Sebastian Wagner as the new Managing Director of the DACH sales region, we are deliberately focusing on continuity and, at the same time, on new impetus from within our own ranks. Sebastian Wagner has extensive knowledge of the markets, customers and internal processes and brings valuable experience from his previous role as Head of Key Account Management and Sales Control.

**Sebastian Wagner:** Strategically, we want to continue the successful development of recent years – in particular by strengthening our role as a solution provider, consistently aligning with customer needs and the further development of our services in the area of digitalisation and process optimisation.

**Mr Wagner, what experience do you bring to the table that qualifies you for the new role?**

**Wagner:** I have been part of the Roto organization since 2016 and have taken on various sales tasks during this time, most recently responsibility for Key Account Management and Sales Management in Germany, Austria and Switzerland. In these roles, I was able to work with my team to provide important impacts, for example in optimizing our processes, strengthening strategic customer relationships and the further development of data-based services. It is particularly gratifying that we have been able to effectively support numerous customers in increasing the efficiency of their production processes during this time. This success is due in no small part to the close cooperation and trust of our partners. In addition, we have been able to win several new customers for Roto, which underlines the relevance and competitiveness of our solutions.

**How are you managing the transition to ensure continuity and stability?**

**Fitschen:** It was important to me to prepare for the transition early on and in a structured manner. Sebastian Wagner and I have been working together for many years, so that in addition to the handover of technical issues, established customer relationships and strategic connections in particular will ensure a smooth transition.

**Wagner:** Personnel continuity within the organization ensures that our customers and partners can rely on reliability and clarity. Our goal is not only to ensure stability, but also to strengthen future security for our customers – through reliable partnerships, innovative solutions and a comprehensive understanding of the challenges of tomorrow.

*Mr Fitschen, Mr Wagner,  
thank you very much for talking to us!*